

**CITY COUNCIL MEETING  
FEBRUARY 16, 1994**

**UPDATE REGARDING UPCOMING EVENTS AT LODI LAKE PARK**

Steven White, Gamut Promotions and Advertising, Woodbridge, updated the City Council on the events that are being planned at Lodi Lake; Arts and Rec at the Lake which will be held during Memorial Day weekend and the Oooh Ahhh Festival, which is the new Fourth of July festival (Information presented is on file in the City Clerk's office). They are receiving much assistance from volunteers and non-profit organizations. Mr. White encouraged any non-profit organizations interested in raising money by selling items at the event to call 466-6653.

FILE NO. CC-6 AND CC-27(c)

# Lodi Events Inc

Arts & Rec at the Lake  
Oooh Ahhh Festival

Lodi City Council Meeting  
Febrary 16, 1994

Last	First	Committee	Organization	Address	City	Zip	Phone
**	**	Setup/Take Down/Signs	Kiwanis Club of Lodi		Lodi		
**	**	Utilities	**				
Bagnell	Mary	Steering Committee	Lodi Motor Inn	1140 S. Cherokee Ln	Lodi	95240	334-6422
Bagnell	Mary	Wine Pavilion	Lodi Motor Inn	1140 S. Cherokee Ln	Lodi	95240	
Brusa	Angela	Publicity/Advertising	Bank of Stockton	301 E. Miner	Stockton	95202	941-1276
Casalegno	Bob	Steering Committee-Bev/Food	Echo Water	830 S. Central	Lodi	95240	369-1081/
Castanon	Kathy	Volunteer Coordinator	Kids Korner	109 N. School	Lodi	95240	367-8851
Essin	Scott	City Liason - Grounds (clean up)	Parks Superintendent	125 N. Stockton	Lodi	95240	333-6888
Farron	Carol	Emergency Services	Lodi Memorial Hospital	975 S. Fairmont	Lodi	95240	334-7535
Gary	Duck	Command Center/Info. (Unconfirmed)	Lodi Fire Department	210 West Elm St	Lodi	95240	333-6800
Lenzer	Phil	Steering Committee	Edward D. Jones	P. O. Box 1148	Lodi	95241	
Main	Lt.	Security	Lodi Police Department	**	Lodi		
Marks	Ron	Entertainment/Stage Crew	**	19333 Del Rio Drive	Woodbridge	95258	334-6173
Maus	Bob	Inventory	Bank of Stockton	120 West Walnut St	Lodi	95240	464-8781
Mulbarger	Todd	Trix Triple Run	General Mills	Call Box 3002	Lodi	95241	
Mulbarger	Todd	Steering Committee/Finance/Acctg	General Mills	Call Box 3002	Lodi	95241	334-7347
Primasing	John	Steering Committee	Farmers & Merchants Bank	121 W. Pine	Lodi	95240	334-1101/
Schock	Don	Steering Committee	Bank of Stockton	2025 Cochran Rd.	Lodi	95242	941-1234/
Slawson	Diana	Steering Committee/Hospitality	**	P.O. Box 441	Clements	95227	759-3711/ I
Sternfels	Bob	Steering Committee	Attorney	1101 W. Tokay St.	Lodi	95240	334-3777
Vaccarezza	David	Steering Committee	California Waste	1333 E. Turner Rd.	Lodi	95240	369-8274/
VanFleet	Pam	Arts and Crafts	Lodi Arts Commission	120 West Walnut Ave	Lodi	95240	339-2310
Whyte	Steve	Promotions	GAMUT Promotions	1132 N. Hunter St.	Stockton	95242	466-6653
Williamson	Ron	City Liason - Admissions/Recreation	Parks & Recreation Dir	125 N. Stockton	Lodi	95240	333-6742

## Committee Chairpersons & Steering Committee

**Lodi Events, Inc**  
**Arts & Rec at the Lake**  
**Oooh Ahhh Festival**

**Corporate Sponsorship Committments Received**

Farmers & Merchants Bank

General Mills

Stockton Savings Bank

Lodi News Sentinel

Anheuser Busch

Bank of Stockton

Pacific Coast Producers

<b>Total Cash Sponsorships</b>	<b>\$32,500.00</b>
--------------------------------	--------------------

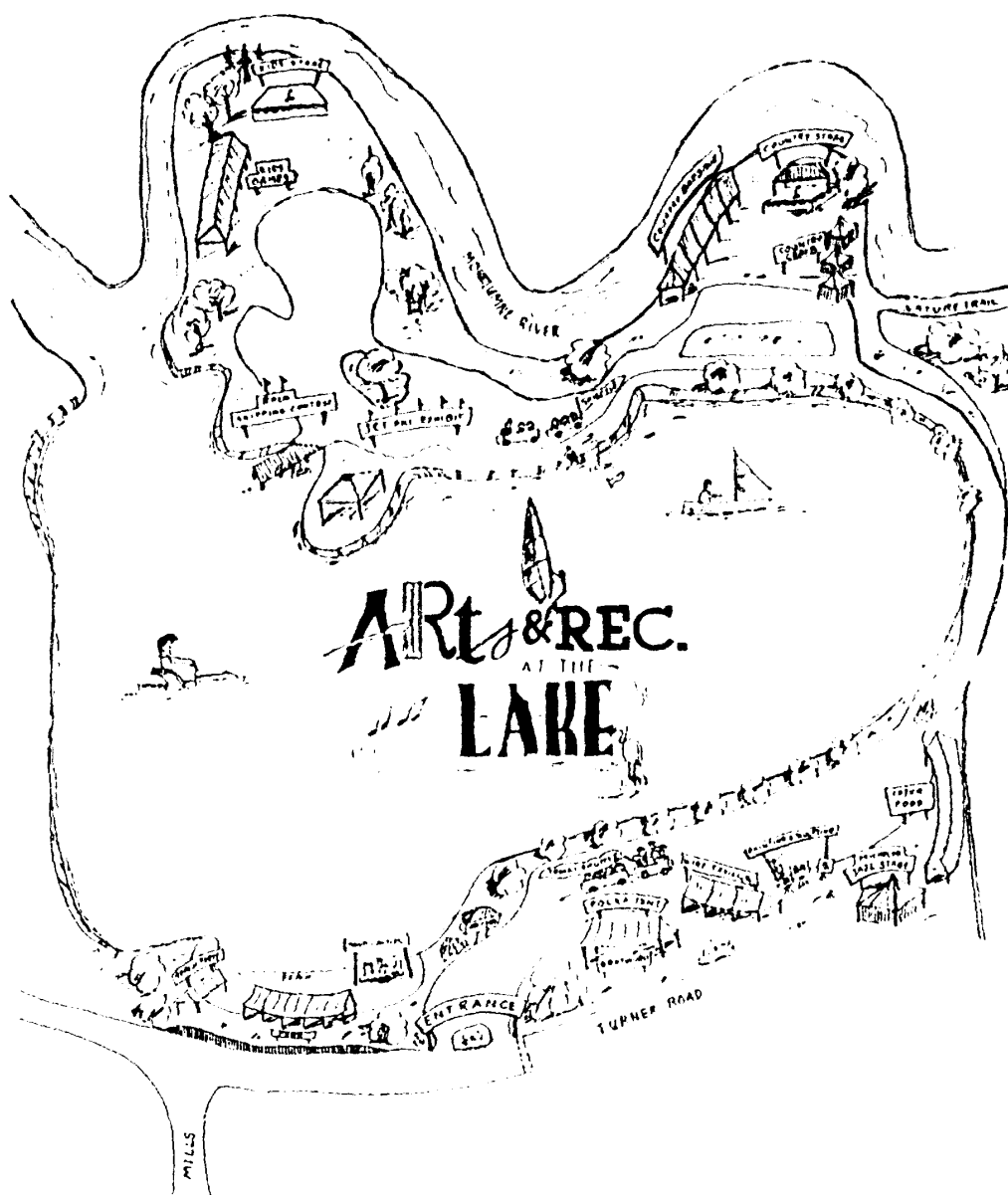
<b>Additional Revenues that can be generated from "In Kind Trade Outs"</b>	<b>\$17,600.00</b>
--	--------------------

<b>Total To Date</b>	<b>\$50,100.00</b>
----------------------	--------------------

**Lodi Events, Inc.**  
**Arts & Rec at the Lake**  
**Oooh Ahhh Festival**

**Non Profit Organizations**

Stockton Soccer EURO Team  
Mary Graham Guild  
Lodi Symphony Orchestra Association  
Share Homes Foster Family Agency  
Lodi Community Band  
Lodi Boy Scouts  
Soroptomist Club  
Assistance League  
Lodi Kiwanis Club  
Lodi Rotary  
Lodi Chamber of Commerce  
Church of God  
Sertoma Club  
Mokelumne River School



May 29-30



10am - 6pm  
Lodi Lake

**LODI, CALIFORNIA**



Great  
Entertainment  
on 4 Stages  
Oldies, Country,  
Jazz, Kids

Exciting  
California  
Arts & Crafts



Water Sports  
Sand Castles  
Beach Party  
Entertainment

Delicious Food  
Featuring  
BBQ, Cajun,  
German  
and Much More

Enjoy  
the Beauty  
and Family  
Recreational  
Opportunities  
of Lodi Lake



Recreational  
Activities for  
the Whole Family



Discount Based on regular ticket price. Discount only on  
Lodi Parks and Recreation events.

**\$1.00**  
**Discount**  
**Coupon**

**DISCOUNT COUPON**  
Compliments of  
These Fine Sponsors

FARMERS & MERCHANTS BANK  
STOCKTON SAVINGS BANK  
GENERAL MILLS  
ANNIEFISER BUSCH  
Bank of Stockton

# Gala events planned for Lodi

By Lan-Chen Pao  
News-Sentinel staff writer

What started out as a desire to do something about intoxicated teenagers and congestion at Lodi's Fourth of July celebration has turned into the creation of two new festivals for Lodi residents next year.

The events, a brand new Memorial Day Weekend event and a reorganized Fourth of July celebration called the Oooh Ahh Festival, are the brainchild of a group of concerned Lodi-area residents and will be organized by Stockton-based Gamut Promotions and Ad Agency.

"Having worked in Lodi for a while, I'm not overly surprised (by the development of the new festivals). When something is really important to Lodi residents, they seem to find ways to do it," said Ron Williamson, Lodi's Parks and Recreation director.

The idea started with Walt Saxton and Don Schock who, like other Lodians, had become concerned about the deterioration of July 4th celebrations at Lodi Lake. They were among the few residents who went beyond griping and decided to approach city officials about making some changes.

As a result, a steering committee of nine area residents was set up three months ago to look into ways the festivities could be improved. Members of the committee include Schock, Bob Sternfels, Bob Casalegno, John Primasing, Diana Slawson, Todd Mulbarger, David Vaccarezza, Phil Lense and Mary Bagnell.

The committee, which has since filed articles of incorporation to become a new nonprofit organization called Lodi Events Inc., enlisted Gamut to organize and promote the events.

Gamut, an ad agency set up nine years ago, has been responsible for organizing the Asparagus Festival in Stockton and the Chocolate Festival in Oakdale. Sixty percent of the agency's business comes from management of local festivals.

Memorial Day Weekend, scheduled to be held on May 28 and 29 from 10 a.m. to 7 p.m. at Lodi Lake, will be set up like a "mini-Epcot Center," according to Steven

Turn to FESTIVALS, Page 12

## Festivals

Continued from Page 1

Whyte, vice-president of Gamut. Different areas with beach, country, jazz, and German themes - complete with appropriate music - will be set up around the lake, along with food and crafts booths and entertainment.

The Oooh Ahh Festival, to be held on July 4 from noon to 10 p.m., will also include food and craft booths, along with a barbecue contest for locals and fireworks at night. July 4th traditions like the pancake breakfast and boat rentals will still be available on the day

Mark Armstrong, general manager of Lodi Grape Festival, has expressed a desire to coordinate entertainment events with organizers of the July 4th festivities, though there are still no definite plans.

The events will attempt to involve area nonprofit organizations by encouraging volunteers to help set up the events. Their charities will share in proceeds from the events in proportion to the manpower contributed.

"The key to success of such events is community involvement,"

Whyte said.

Event organizers estimate that the Memorial Day festival will cost from \$35,000 to \$100,000. The July 4th celebrations are estimated to cost \$25,000 to \$40,000. Bank of Stockton, Farmers and Merchants Bank and Stockton Savings have already made monetary contributions.

For more information about the events, or if interested in volunteering or contributing, call Whyte at (209) 466-6653 or Lodi Parks Superintendent Scott Essin at 333-6666.



FESTIVAL  
LODI, CALIFORNIA

JOHN

JULY 4 1944

# Art at the Lake

REC.

at the LAKE